

CLAIMS:

1. A data display method comprising the steps of:

receiving, by a data terminal, multimedia data having embedded therein data that includes first information to be disclosed, and second information for controlling said data to be disclosed, said multimedia data symbolically representing a content of said embedded data;

comparing said second information included in said received multimedia data with the condition on said data terminal side; and

making at least part of said multimedia data or said first information invisible or illegible on said data terminal on the basis of a result of the comparison of said second information.

2. A method according to claim 1, wherein said embedded data includes third information for confirming the reliability of said embedded data, and said method further comprising the steps of:

comparing said third information included in said received multimedia data with the condition on said data terminal side; and

making said multimedia data and said first information invisible on said data terminal if said embedded data is decided not to have much credibility on the basis of the result of the comparison of said third information.

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4. A method according to claim 2, wherein said embedding of said data in said multimedia data is performed by electronic watermark technique.

6. A method according to claim 2, wherein said data terminal has a public key of a management server for managing said multimedia data, said third information results from encrypting said embedded data by use of a secret key of said management server, and said comparison of said third information is performed so that said data terminal can decide if said embedded data has much credibility by decrypting said third information by said public key and comparing the decoded data with said embedded data.

7. A method according to claim 1, wherein said first information includes outline information briefly showing the content of said embedded data, and whereabouts information showing a location of detailed

information of said embedded data, said outline information and said whereabouts information are displayed on said data terminal in response to an input to said multimedia data when said multimedia data is displayed on said data terminal, and said detailed information is displayed on said data terminal in response to an input to said displayed whereabouts information.

8. A data terminal comprising:

a receiving portion for receiving multimedia data having embedded therein data that includes first information to be disclosed, and second information for controlling said data to be disclosed, said multimedia data symbolically representing a content of said embedded data;

a processor for comparing said second information included in said received multimedia data with a condition on said data terminal side; and

a display device capable of displaying said multimedia data and said first information, said processor making at least part of said multimedia data or said first information invisible or illegible on said data terminal on the basis of a result of the comparison of said second information.

9. A data terminal according to claim 8, wherein said embedded data includes third information for confirming if said embedded data has credibility, and said processor compares said third information included in said received multimedia data with the condition on

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said data terminal side and, if said embedded data is decided not to have credibility as the result of the comparison of said third information, makes said multimedia data and said first information invisible on said display device.

10. A data terminal according to claim 8, wherein said embedding of said data in said multimedia data is performed by use of electronic watermark technique.

11. A data terminal according to claim 9, wherein said embedding of said data in said multimedia data is performed by use of electronic watermark technique.

12. A data terminal according to claim 8, wherein said second information is information representing an expiration date of said multimedia data, and said comparison of said second information is performed in such a manner that said processor compares said second information with the present time on said data terminal side, thereby deciding if present time is within the expiration date.

13. A data terminal according to claim 8, wherein said data terminal further comprises a storage device for storing a public key of said management server for managing said multimedia data, said third information is said embedded data that has already been encrypted by use of a private key of said management server, and said comparison of said third information is performed such that said processor decrypts said third information by use of said public key and compares said

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17. A data display system according to claim 16, wherein if said information embedded in said multimedia data and said information decrypted by use of said public key are not coincident with each other when they are compared, said multimedia data is not displayed or the design of said multimedia data is changed in its form or said information embedded in said multimedia data is not displayed, and if they match each other, said multimedia data is displayed or said information embedded in said multimedia data is displayed.

19. A data display system according to claim 16, wherein said exhibitor discloses/transmits information by use of said multimedia data having means by which said reader can acquire the detailed information and

related information on the basis of whereabouts information embedded in said multimedia data.

20. A data display system according to claim 16, wherein a program necessary for displaying said information embedded in said multimedia data is limited in its distribution in order to control said embedded information to be displayed in accordance with the access control condition of the information embedded in said multimedia data, or said program necessary to display said information embedded in said multimedia data that has said access condition already embedded therein has the attribute information of said reader provided in order to decide if said access condition is satisfied, and said access condition embedded in said multimedia data and said attribute information of said reader are compared with each other so that if there is no coincidence, said information embedded in said multimedia data is not displayed, and that if they match each other, said information embedded in said multimedia data is displayed.

21. A data display system having at least one information distribution station for distributing information and at least one information processing terminal for reading the information embedded in multimedia data or said information after the processing of reliability confirmation of said multimedia data, wherein said station distributes said multimedia information, which has such elements as to symbolize a





